Orders Order / Rev: 105163 Alt Order#: 06838638 Product Desc: NRCC IE 2012 Estimate: 2958 Flight Dates: 09/28/12 - 10/04/12 Primary AE: Amy McCreary Original Date / Rev: 08/06/12 / 09/04/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Name: Agency National Media, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 815 Slaters Ln. Billing Cycle: EOM/EOC Alexandria, VA 22314 Agency Commission: 15%

Advertiser

Name:

Priority:

Demographic: Product Codes: A35+

PLI2

SELECT PRIORITY CODE

Revenue Codes:

POLITICAL/AGY, PISSUE, GEN

New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	53	\$57,050.00	\$48,492.50
10/01/12	10/04/12	98	\$97,600.00	\$82,960.00

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	53	\$57,050.00	\$48,492.50	0.00
October 2012	98	\$97,600.00	\$82,960.00	0.00
Totals	151	\$154,650.00	\$131,452,50	0.00

00:05:00

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	37%	\$154,650.00
Market	100%	\$417.972.97

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	22%	\$91,954.05
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	15%	\$62,695.95
KTUD	0%	\$0.00
KVVU	22%	\$91,954.05
KVWB	0%	\$0.00
LV1	0%	\$0,00
UNKWN	4%	\$16,718.92

Li	ı Ch	Start	End	Inventory Code	Break	Start/End Tir	me Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E,	KSNV	09/28/12	09/28/12	M-F 5-6a WakeUp v	v/Wa@M	5-6a	F	:30	2	\$325.001	0.00 NM	2	\$650.00
				M-F 5-6a WakeUp \	w/Wagners				•				
	NEWS									•			
	<u>Sta</u>	rt Date	End Date	<u>Weekdays</u> <u>S</u>	pots/Week	Rate	Rating				I		

Print Date: 09/05/12 07:48:05 Page 2 of 5

KSNV

Order / Rev:

105163

06838638

05163

Advertiser:

NRCC-IE

Alt Order #: Flight Dates:

09/28/12 - 10/04/12

Product Desc:

NRCC IE 2012

Estimate: 2

2958

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	End	Inventory Code		Start/End Ti		Len Spo			Rtg Type		Amount
E 1 KSNV 09/28/12	09/28/12	M-F 5-6a WakeUp M-F 5-6a WakeUp	-	5-6a	j <del>-</del>	:30	2	\$325.001	0.00 <b>N</b> M	2	\$650.00
NEWS			p 111 1 4 4 5 11 6 10								
	nd Date 9/30/12	Weekdays	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
E 2 KSNV 10/01/12	10/04/12	M-F 5-6a WakeUp	w/Wa@M	5-6a	MTWT	:30	8	\$450.001	0.00 NM	8	\$3,600.00
NEWS		M-F 5-6a WakeU	p w/Wagners								
Start Date E	nd Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10/01/12 1	0/07/12	MTWT M-F 6-7a WakeUp	8	\$450.00 6-7a	0.00	:30		#4 000 004	0.00.104		<b>#0.000.00</b>
E 3 KSINV 09/20/12	09/20/12	M-F 6-7a WakeU	•	0-7a		.30	Z	\$1,000.001	0.00 NM	2	\$2,000.00
NEWS											
	ind Date 9/30/12	Weekdays	Spots/Week	<u>Rate</u> \$1,000.00	Rating 0.00					-	
E 4 KSNV 10/01/12		· · · · · · · · · · · · · · · · · · ·		6-7a	MTWT	;30	8	\$1,000.001	0.00 NM	8	\$8,000.00
		M-F 6-7a WakeU	-					* . ,			
NEWS Start Date E	nd Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	0/07/12	MTWT		\$1,000.00	0.00						
E 5 KSNV 10/01/12	10/04/12	Today Show	СМ	658a-9am	MTWT	:30	8	\$1,500.001	0.00 NM	8	\$12,000.00
TODAY SHOW		Today Show									
	nd Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
	0/07/12	MTWT~	8	\$1,500.00	0.00						
E 6 KSNV 09/28/12	09/28/12	Today Show Today Show	СМ	658a-9am	F	:30	2	\$1,500.001	0.00 NM	2	\$3,000.00
TODAY SHOW		roday onow									
	nd Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12 0 E 9 KSNV 09/30/12	09/30/12	News 3 Sunrise -		\$1,500.00 6a-7a	0.00	:30	2	\$205.004	0.00 NIM	,	<b>#</b> CEO 00
E 9 KONV 00/00/12	05/00/12	News 3 Sunrise 5		Od-1 d	3	.50	4	\$325.001	0.00 NM	2	\$650.00
NEWS											
	<u>nd Date</u> 9/30/12	<u>Weekdays</u> S	Spots/Week 2	<u>Rate</u> \$325.00	Rating 0.00						
E 10 KSNV 09/30/12		Sunday Today	CM	7a-8am	S	:30	2	\$625.001	0.00 NM	2	\$1,250.00
OUN TODAY		Sunday Today								1	
SUN TODAY Start Date E	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	9/30/12	S	2	\$625,00	0.00					l	
E 11 KSNV 09/28/12	09/28/12	•		9-10a	F	:30	2	\$750.001	0.00 NM	2	\$1,500.00
TODAY SHOW II		M-F Today Show	111								
	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
	09/30/12	F	2	Ţ · /	0.00						
E 12 KSNV 10/01/12	10/04/12	M-F Today Show M-F Today Show		9-10a	MTWT~⊶⊷	:30	8	\$750.001	0.00 NM	8	\$6,000.00
TODAY SHOW II		IVIT TOddy Griow			-						
	End Date	<u>Weekdays</u>	Spots/Week		Rating						
Week: 10/01/12 1 E 13 KSNV 10/01/12	10/07/12	MTWT~~~	III 4th IRM	\$750.00 10am-11am	0.00 MTWT	:30	8	\$325.001	0.00 NM	8	¢2 600 00
	10,07/12	Today 4th Hour	ALL THE REPORT	TOURIT TIGHT	141 IV I	.50	U	ψυ <u>Ζυ.</u> υυ Ι	U.UU INIV	Ι °	\$2,600.00
TODAY SHOW III	3 d P2 - 1	144	0		D 41						
	End <u>Date</u> 10/07/12	<u>Weekdays</u> MTWT	Spots/Week 8		Rating 0.00						
E 14 KSNV 09/28/12	-			10am-11am	F	:30	2	\$325.001	0.00 NM	2	\$650.00
		Today 4th Hour									
TODAY SHOW III <u>Start Date</u> <u>E</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
	09/30/12	F	2		0.00						
E 15 KSNV 10/01/12	10/04/12		CM	11am-12pm	MTWT	:30	8	\$325.001	0.00 NM	8	\$2,600.00

Print Date: 09/05/12 07:48:05

Page 3 of 5

Order / Rev:

105163

Advertiser:

NRCC-IE

Alt Order #:

06838638

Product Desc:

Flight Dates:

09/28/12 - 10/04/12

Estimate:

NRCC IE 2012 KSNV 2958

Ln Ch	Start	End	Inventory Code	Break	Start/End T	me Days	Len S	pots	Rate Pri	Rtg Type	Spots	Amount
			Rachael Ray Rachael Ray									
RACHE	L RAY		,,									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/ E 16 KSNV		10/07/12	MTWT	8 	\$325.00	0.00	-00		#005 004	0.00 1117		
E 10 KSNV	09/20/1	2 09/20/12	Rachael Ray Rachael Ray	CIVI	11am-12pm	F	:30	2	\$325.001	0.00 NIM	2	\$650.00
RACHE	LRAY		,									
,	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						ž.
Week: 09/ E 17 KSNV		09/30/12	F	2	\$325.00	0.00			6700 004	0.00.1114	_	
E I7 KSNV	09/29/1	2 09/30/12	Golf Golf	СМ	4a-8pm	SS	:30	8	<b>\$70</b> 0.001	0.00 NM	8	\$5,600.00
RYDER	CUP 2X	/DAY	<b>~~</b>									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 09/	<del></del>	09/30/12	SS	8	\$700.00	0.00					_	
E 20 KSNV	09/28/1	2 09/28/12	M-F Early News M-F Early News	CM	5-630p	F	:30	3	\$1,000.001	0.00 NM	3	\$3,000.00
NEWS			· ·									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09/		09/30/12	F		\$1,000.00	0.00						
E 21 KSNV	10/01/1	2 10/04/32	M-F Early News M-F Early News	CM	5-630p	MTWT	:30	12	\$1,200.001	0.00 NM	12	\$14,400.00
NEWS	3X/DAY		terr Larry (400)									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/		10/07/12	MTwT~~~		\$1,200.00	0.00						
E 22 KSNV	09/29/1	2 09/29/12	Sa-Su Early New Sa-Su Early New		5pm-630pm	S-	:30	3	\$650.001	0.00 NM	3	\$1,950.00
NEWS			Ga-Gu Lany New	•								
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>			•			
Week: 09		09/30/12	S	3	\$650.00	0.00				<del> </del>		
E 23 KSNV	09/28/1	2 09/28/12	M-F Jeop/Wheel M-F Jeopardy/W	CM beel of Fortune	630-730pm	F	:30	2	\$1,000.001	0.00 NM	2	\$2,000.00
JEOPA	RDY/WH	IEEL	W-I Scopardy/VV	neer or r ortain	•							
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 09		09/30/12			\$1,000.00	0.00						
E 24 KSNV	10/01/1	2 10/04/12	M-F Jeop/Wheel M-F Jeopardy/W	CM heel of Fortun	630-730pm	MTWT	:30	8	\$1,300.001	0.00 NM	8	\$10,400.00
JEOPA	RDY/WH	IEEL	WH Seopardy/W	neer or r ordan	<del>7</del>							
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	MTWT~~~		\$1,300.00	0.00			<del></del>			
E 25 KSNV	09/28/1	2 09/28/12	Face to Face w/ I		730-758pm	F	:30	1	\$800.001	0.00 NM	1	\$800.00
J RALS	TON		race to race w	J.Naistuli								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 09		09/30/12	F	1	\$800.00	0.00					1	
E 26 KSNV	10/01/1	2 10/04/12	Face to Face w/		730-758pm	MT-T	:30	4	\$900.001	0.00 NM	4	\$3,600.00
J RALS	TON		race to race w/	J,Naiston								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
*Week: 10		10/07/12	MT-T	4	7	0.00						
E 27 KSNV	10/01/1	2 10/01/12	Mon PR 8-10p	CM 40mm	8-10pm	M	:30	1	\$4,000.001	0.00 NM	1	\$4,000.00
THE V	OICE		Monday Prime 8	- iohiii								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
Week: 10		10/07/12	М		\$4,000.00	0.00				······································		
E 28 KSNV	10/01/1	12 10/01/12	Monday Brime 1	CM	10-11pm	M	:30	1	\$3,200.001	0.00 NM	1	\$3,200.00
REVOL	LUTION		Monday Prime 1	o-i i pili							1	
Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/07/12	M	• • • • • • • • • • • • • • • • • • • •	\$3,200.00	0.00					Į	
E 29 KSNV	10/02/1	12 10/02/12		CM	8-9pm	-T	:30	2	\$4,000.001	0.00 NIV	2	\$8,000.00

Print Date: 09/05/12 07:48:05 Page 4 of 5

Order / Rev:

105163

Advertiser:

NRCC-IE

Alt Order #: Flight Dates:

06838638 09/28/12 - 10/04/12 Product Desc:

NRCC IE 2012

Estimate: 2958

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End Tin	ne Days	Len Spo	ts Rate Pri	Rtg Type \$	Spots	Amount
			Tues PR 8-9p Tuesday Prime 8	Onm							
THE VO	DICE		ruesday Fillie o	әріп							
	ırt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10/		10/07/12	-T		\$4,000.00	0.00			0.00.194		
E30 KSNV	10/03/1	2 10/03/12	SIGN ON-SIGN O	OFF CM	5a-459a (10:00 PM-11:0	~~W O PM)	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
CHICA	GO FIRE				(10.00)	.01 1117					
	rt Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10/		10/07/12	W		\$3,200.00	0.00		*			
E 31 KSNV	09/28/1	2 09/28/12	Fri PR 9-10p Friday Prime 9-1	CM Opm	9-10pm	F	:30	1 \$2,600.001	0.00 NM	1	\$2,600.00
GRIMM	l		That Thine 5	opini							
	<u>ırt Date</u>	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 09/		09/30/12	MEL Des Osses /		\$2,600.00	0.00					
E32 KSNV	09/30/1	2 09/30/12	NFL Pre-Game / NFL Pre-Game	FNA CM	1p-530pm	S	:30	1 \$2,400.001	0.00 NM	1	\$2,400.00
FTBL N	IIGHT IN	AMERICA	THE CAME								
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 09, E 33 KSNV		09/30/12	NEL Fachall		\$2,400.00	0.00		1010.000.001	0.00.184	_	4144
E 33 KSINV	09/30/1	2 09/30/12	NFL Football NFL Football	СМ	1P-9PM	S	:30	1 \$10,000.001	0.00 NM	1	\$10,000.00
SUN N	IGHT FTI	3L	111 2 1 00000								
	art Date	End Date	Weekdays	Spots/Week	·	Rating					
Week: 09.		09/30/12	S		\$10,000.00	0.00					
E34 KSNV	09/30/1	2 09/30/12	News 3 Live in Prime	rime CM	7-10pm	S	:30	2 \$1,800.001	0.00 NM	2	\$3,600.00
NEWS			THOMAS O MITTING						l		
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating			•		
Week: 09		09/30/12	MEN 0 -4 El		\$1,800.00	0.00					
E35 KSNV	09/28/1	2 09/28/12	M-F News 3 at E		11pm-1135pm	F	:30	1 - \$1,100.001	0.00 NM	1	\$1,100.00
NEWS											
	art Date	End Date	Weekdays	Spots/Week		Rating					
Week: 09		09/30/12	F		\$1,100.00	0.00		1 01 000 001			
E 30 KSNV	10/01/1	2 10/04/12	M-F News 3 at E M-F News 3 at E		11pm-1135pm	MTWT	:30	4 \$1,200.001	0.00 NM	4	\$4,800.00
NEWS			·	.,01011							
	art Date	End Date	Weekdays	Spots/Week		Rating					
Week: 10		10/07/12	MTWT		\$1,200.00	0.00					
E 37 KSNV	09/29/1	2 09/30/12	Sa-Su News 3 at Sa-Su News 3 at		11pm-1135pm	SS	:30	4 \$1,100.001	0.00 NM	4	\$4,400.00
NEWS	2X/DAY		Ca	L 1040.1							
	art Date	End Date	Weekdays	Spots/Week		Rating					
Week: 09		09/30/12	The Tenter Share		\$1,100.00	0.00					
E38 KSNV	09/28/1	12 09/28/12	The Tonight Show	w CM	1135p-1237a	F	:30	2 \$750.001	0.00 NM	2	\$1,500.00
TONIG	HT SHO	W	ronight onen						Į.		
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 09		09/30/12	F	2		0.00					
E 39 KSNV	10/01/1	12 10/04/12	The Tonight Show	w CM	1135p-1237a	MTWT	:30	8 \$750.001	0.00 NM	8	\$6,000.00
TONIG	HT SHO	W	. ornalic onda								
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating					
Week: 10	<del></del>	10/07/12	MTWT	8		0.00		0 400			
E40 KSNV	09/28/1	12 09/28/12	Late Night w/Fall Late Night w/Fal		1237a-136am	F	:30	2 \$225.001	0.00 NM	2	\$450.00
FALLO	N		Late Hight Wit al	1011							
	art Date	End Date	<u>Weekdays</u>	Spots/Week		Rating			j		
Week: 09	<del></del>	09/30/12		2014		0.00		0 40-5	0.05	_	<u> </u>
E 41 KSNV	10/01/1	12 10/04/12		CM	1237a-136am	MTWT	:30	8 \$250.001	0.00 NM	8	\$2,000.00

Print Date: 09/05/12 07:48:05

KSNV

Page 5 of 5

Order / Rev:

105163

Advertiser:

NRCC-IE

Alt Order#: Flight Dates: 06838638

09/28/12 - 10/04/12

Product Desc:

NRCC IE 2012

Estimate:

2958

	Ln- Ch	Start	End	Inventory Code		Start/End	Time Days	Len S	oots Rate Pri	Rtg Type	Spots	Amount
				Late Night w/Fallo								
	FALLO	N		Late Night w/Fall	on							
		art Date	End Date	Weekdays	Spots/Week	Dete	Doling					
	<u>ي د</u> .01 :Week		10/07/12	<u>vveekdays</u> MTWT~~~	Spots/vveek 8	<u>Rate</u> \$250.00	<u>Rating</u> 0.00			ŀ		
-	E 42 KSNV			Saturday Night Lit	<del></del>	1130pm-1:0		:30	3 \$1,400.001	0.00 NM	3	\$4,200.00
	LAZ KOM	0012011	2 00/20/12	Saturday Night Li		1100pin-1.	/ZUII) 3	.50	υ ψ1, <del>100.001</del>	0.00 14141	J	Ψ4,200.00
	SNL											
	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
	Week: 09	/24/12	09/30/12	S-	3	\$1,400.00	0.00					
Ī	E 43 KSNV	09/30/1	2 09/30/12	Jeopardy in PRIM	IE CM	M-SA 8-11g	/ SUNS	:30	1 \$1,200.001	0.00 NM	1	\$1,200.00
				Jeopardy in Prim	e					i		
	JEOPA											
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
_	Week: 09		09/30/12	S	1	\$1,200.00	0.00			· ·		
	E44 KSNV	09/30/1	2 09/30/12	Sports Night in La	•	Sun 1135p-	·1200aS	:30	1 \$400.001	0.00 NM	1	\$400.00
	range	rs Night	r	Sports Night in La	as vegas							
		art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	Week: 09		09/30/12	S	<u>50005/1/466K</u>	\$400.00	0.00					
-	N 45 KSNV			Sat PR 9-10p	CM	9-10pm	S-	:30	1 \$1,500.001	0.00 NM	1	\$1,500.00
	11 10 110111	00/20/1	2 00,20,12	Saturday Prime 9		о тории	3	.00	ι ψ1,500.501	0.00 14141	'	\$1,300.00
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	Week: 09		09/30/12	S-	1	\$1,500.00	0.00					
_	N 46 KSNV	10/04/1	2 10/04/12	Thurs PR 9-10p	СМ	9-10pm	T	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
				Thursday Prime 9	9-10pm	•			+- <i>i</i>		•	451255.00
	Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating					
	Week: 10	/01/12	10/07/12	T	1	\$3,200.00	0.00					
	NA CONTRACTOR								<u>:</u> :	Totals	15 <b>1</b>	\$154,650,00